


The background features a dense, repeating pattern of pine needles in shades of dark blue and teal. Overlaid on this pattern are several interlocking gears of varying sizes, rendered in a light, golden-brown color. The gears are arranged in a way that suggests a complex, interconnected system. The overall aesthetic is industrial and natural, combining organic textures with mechanical forms.

A vertically integrated business
FOR THE SPIRITS.

A dark, atmospheric landscape with a stone wall in the foreground and a field of tall grasses in the middle ground. The background shows a line of trees under a dark sky.

There is a process to make and bring unique products to market. It takes advanced technology and a network of experts in each product. HAFGrow + HYLTrade are the partnership to offer from research and design to sourcing and manufacturing, we are the one partner you need to bring the right product to market with confidence.



We specialize in distilled beverages for export markets. Europe, Asia and United States of America, mainly in the high-end Tequila and Mezcal.



Spirits Brand
Development Co.



From your concept to the shelf

We offer a superior full-service brand development specializing in creating new beverage brands.

Our turnkey services include formulation, glass bottle design, product development, manufacturing, importing & logistics, sales strategy, marketing, and distribution.



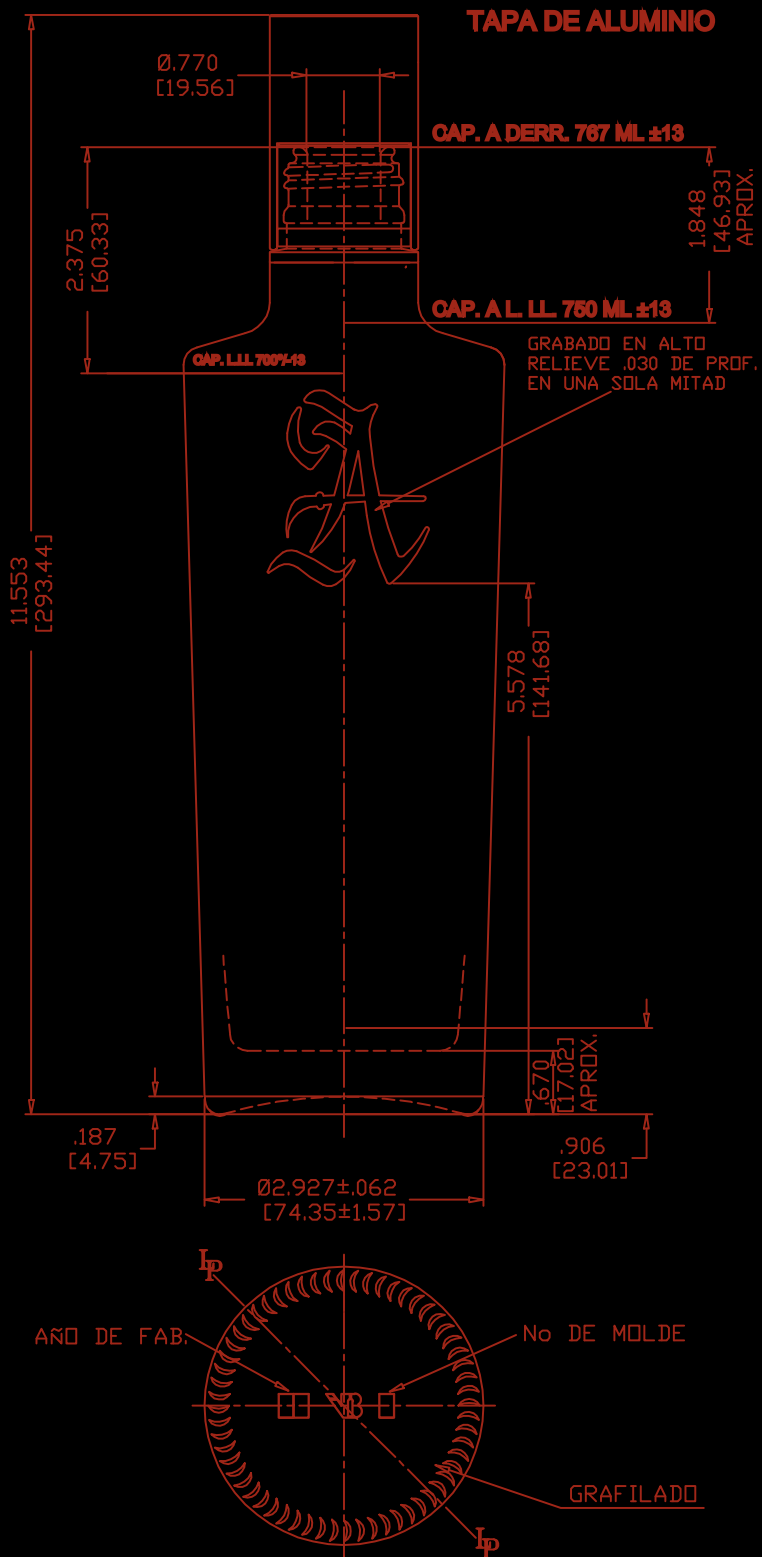


Formulation

We have the experience to bring your recipe from the concept to the shelf.

- Matching commercial flavor to the original
- Flavor profile
- Product taste testing and sampling
- Any flavor, color, tequila, mezcal, whisky, brandy, vodka... You name it , we can bottle it !





Alcohol Brand Development

**GLASS BOTTLE DESIGN -
MOLDING - MANUFACTURING
FULFILLMENT & STORAGE -
IMPORT AND EXPORT**

- Product design and engineering
- Glass bottle manufacturing
- Custom cap design and engineering
- Prototype development
- Patent drawings for trademark registration
- Custom bottle any size and shape, any flavor, color, whisky, brandy, vodka...
You name it , we can bottle it !

BRANDING - IDENTITY DESIGN

Is one of the most important aspects of any business.

HAFGrow+ Concepts' brand identity and product development services give your brand staying power and premium equity in the market.

Alcohol Industry Federal Compliance

TRADEMARK & PATENT CONSULTING

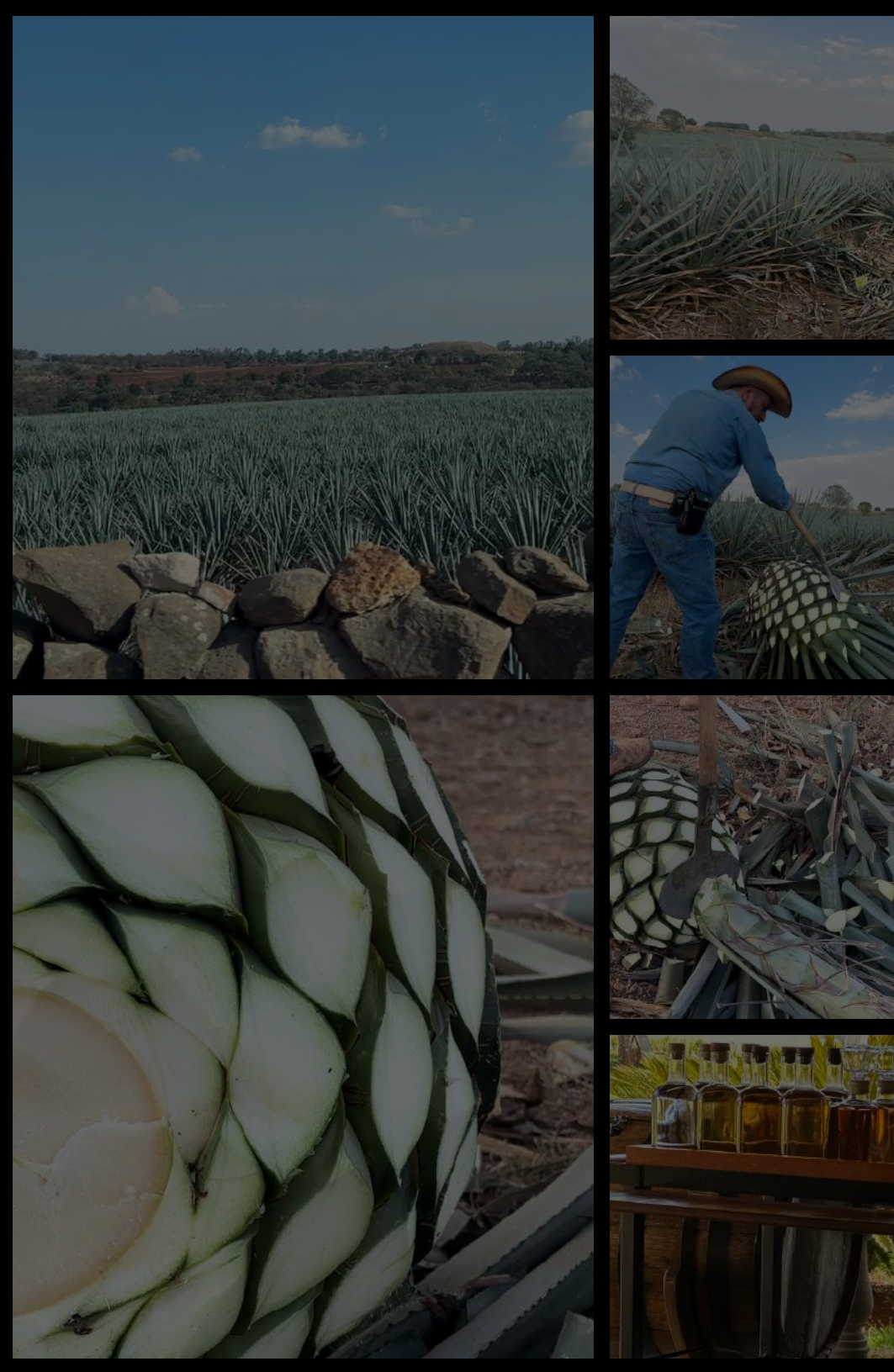
- Product name investigation (International)
- Name availability and consultation
- Logo and branding mark for trademark

BRAND REGISTRATION IN MEXICO (CRT)

TTB REGULATIONS – ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

- Formula Approval
- Label information guidance
- Label submission files to the TTB

Ensure that the product complies with Food Regulations (CRT, FDA and European Union)

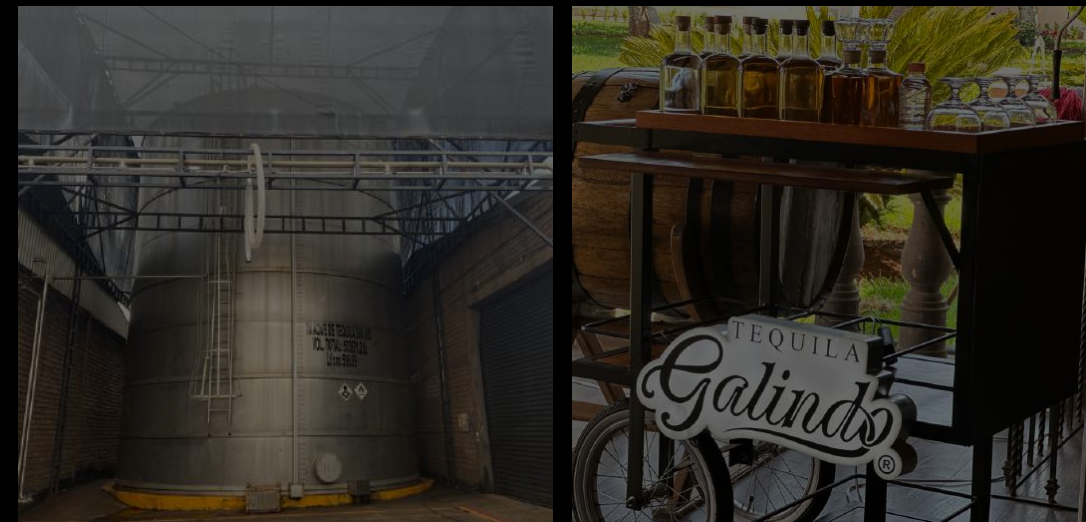


Distillery

One of our key competitive advantages is that we produce our own Tequila since 1915.

Tequila Galindo, S.A. De C.V. NOM 1517

TEQUILA
Galindo®





Importing & Logistics

- Alcohol Import License
- Worldwide Shipping Service



Distribution

- Working relationships with some of the largest distributors in the US and Mexico.

Southern Glazer's Wine and Spirits, Republic National, Johnson Brothers, Total Wine & More, BevMo, Costco.

- Experience in successfully introducing new brands and gaining distribution
- Proven ability to successfully negotiate in the best interest of the brand to ensure profitability







Marketing & Digital Media Management

- Marketing & sales distribution plans
- National sales representation
- Product training to distribution sales staff Coordination & representation at trade shows
- Sales & distribution consulting
- Sales incentive programs
- State compliance consulting
- Marketing plan & brand strategy
- POS materials
- Media kits - media communications
- Marketing collateral
- Social media marketing
- Product launches

COMPANY WEBSITE - SOCIAL MEDIA MANAGEMENT

Content management
Store locator database
Inquiry management
Customer service management
TikTok - Instagram - Twitter - Facebook



NFT & Blockchain Authentication

We make liquor brands smart and engaging. Using Web3 Blockchain Technology we create consumer engagement & product experiences connecting physically to the digital world using blockchain authentication via NFC/RFID technology.

Authentication

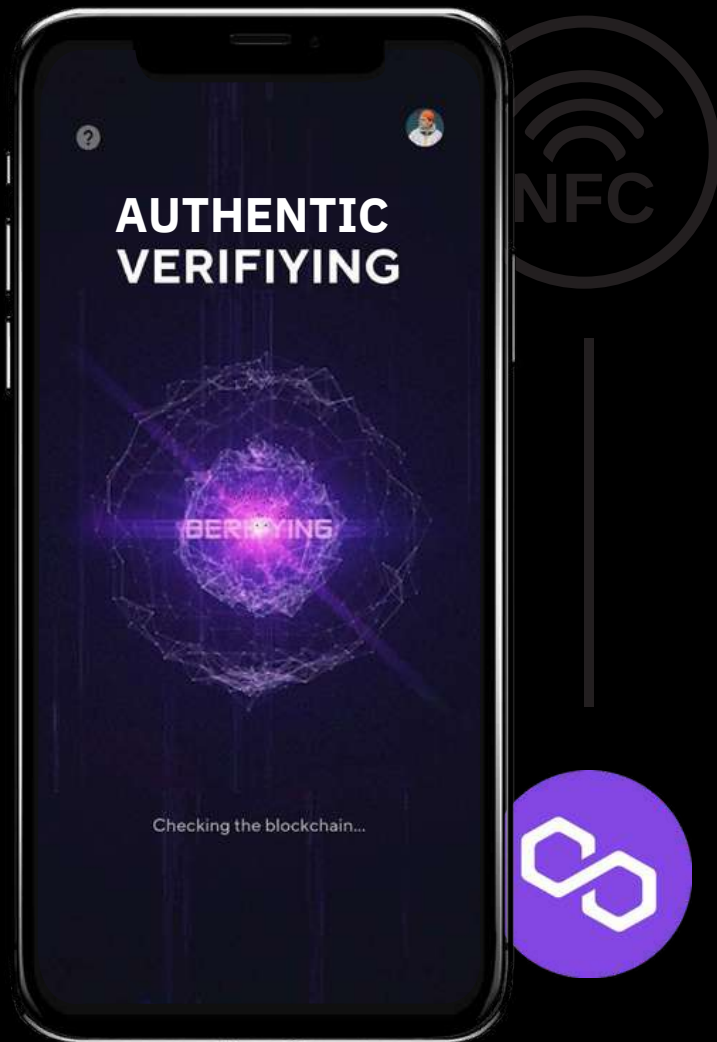
Our Web3 NFT Technology incorporates blockchain to the widely adopted NFC/RFID market matching an assigned product ID to the token ID thus generating unique product DNA per item.

Engagement

NFC's authentication ability satisfies consumers by providing decentralized access to product engagement and experiences. Continuously, push product information, special discounts, exclusive videos and digital content, ability to purchase directly from your app-- all with one tap.

Rewards

Users are rewarded each time friends, family, or strangers tap or purchase products.

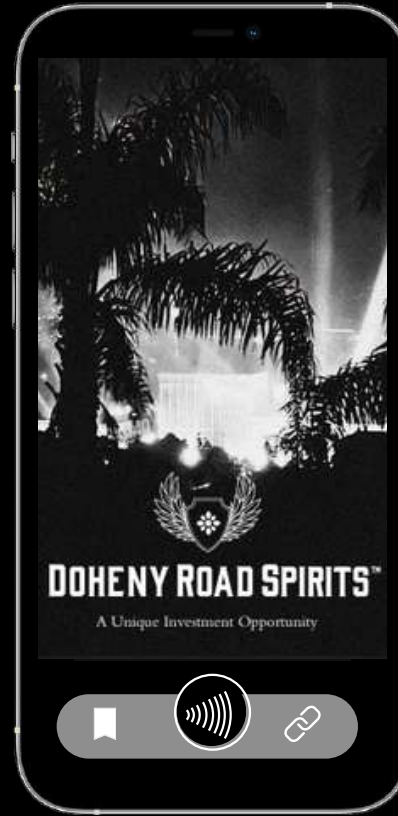
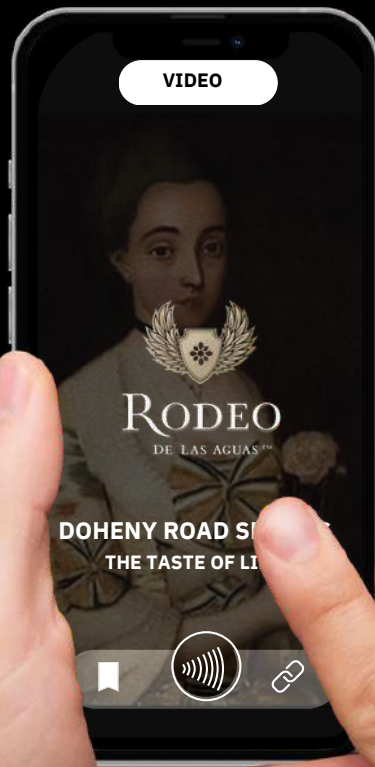


POWERED BY  **Berify**

Uplevel your brand with product traceability and enhanced customer experiences with the power of blockchain technology.



TAP ON OUR WINGS



POWERED BY  Berify



Sales Strategy Development

- Regional or National Footprint
- Spirit Direct Programs
- White Label Programs
- Online Store Development

Personal Relationship Chain Liquor Stores

Total Wine
& MORE

BevMo!

TRADER JOE'S

Sam's Club

Walmart+

gopuff

COSTCO
WHOLESALE



BarCart

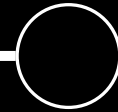
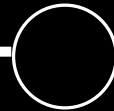
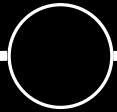
Lee's
Discount Liquor

CHEORAU



A vertically integrated business

Spirits Brand Development



Creative Strategy

- 1- Product Development
- 2- Financial Planning
- 3- Cost of Product (raw material)

We will estimate the cost of production to define project viability in the market

Design & Legal Registration

- 4- Brand Registration (CRT)
5. Legal Compliance (Mexican Gov)
6. Technical Design
7. Prototype Development (MVP)

Full Design, legal Brand Registration & Trademarks

Project Development

8. Project Stages Planning
9. Production Scalability
10. Design of production plan
11. Quality Systems

Manufacturing factory (partner) with whom we can overcome the challenge of transferring the process from the laboratory to the production plant

Brand & Product Development

Discovery Phase

- Discover the essential characteristics of the product.
- Develop Profiles
- Establish scientific foundations.
- Ensure that the product complies with Food Regulations (IMPI, CRT, FDA, and European Union)
- Factory visit to understand our process, purity of the agave, and specific profiles.

WHAT DOES IT CONSIST OF: There are many variables that have to be considered to make development possible. Variables range from the acquisition of raw materials, quality, stability, and even the production equipment for the product.

Profile Development

- Prototype Profile Development by Tequila Sommelier
- Prototype Design and Development Focus on Brand

WHAT DOES IT CONSIST OF: Experts on spirits will experiment at the laboratory level to land the desired product.

Brand & Product Development

Brand Legal Registration

- Legal Consultation
- Trademarks, US & Mexico
- IMPI and CRT Compliance

WHAT DOES IT CONSIST OF: Full Legal Brand Registration

Implementation

- Distillery Agreement
- Economic feasibility for production
- CAP Table
- Supply Planning

WHAT DOES IT CONSIST OF: The manufacturing factory (partner) with whom we can overcome the challenge of transferring the process from idea to shelf and carry out the necessary activities for the project to be carried out.

PRODUCTION

- Factory Visits and meetings with Tequila Sommelier and Maestro Tequilero
- Scaling tests for formula adjustments/fits and Lab process to plant.
- Equipment tests.
- Training on critical points of the product and production.
- Technical monitoring for selection of production line.
- Follow-up for the acquisition of containers and materials
- Monitoring of external audit system.
- Follow-up to prepare pilot production run.
- Purchase orders.
- Supply chain management.
- Validation of the technical design of the product label.
- Pilot production run.
- Production monitoring
- Others

CONSIDERATIONS: All projects will have different phases. The estimated time of execution depends on factors such as distillery, purchase orders, design, packaging technology, and more.



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